Logo, company name

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| --- |
| **Personal:** Explain how a person’s life is affected by the situation. |
|  |
| **Relatable:** Is there something in this story that people can connect to by imagining what they would do if this happened to them? |
|  |
| **Surprising:** What about this situation is different than what people might assume or expect? |
|  |
| **Relevant:** Is this story connected or related to a something currently happening locally, in your state, or in the nation? |
|  |
| **Timely:** What makes NOW a good time to tell this story? Is there urgency? |
|  |

**Worksheet: Developing Media-worthy Stories**

Media can make sure lawmakers hear important stories – if they are told in a way that attracts reporters’ attention.

This worksheet can help campaign communicators develop media-worthy stories, using the five most important elements (credit: [Storytelling and the Power of Making Headlines](https://www.mrss.com/wp-content/uploads/2014/01/M+R_Storytelling_and_the_Power_of_Making_Headlines.pdf) from M+R Strategic Services).

Please ensure you receive permission from advocates before sharing any personal stories with the media!

Diagram, venn diagram

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